FABRIANO COVERS

Made by PIETRO MILIANI
Fabriano, Italy

JAPAN PAPER COMPANY
Importers of High Grade Papers
from China, Japan, Korea, France
Italy, England, Spain and Sweden
109 EAST 31ST STREET, NEW YORK
PHILADELPHIA :: BOSTON

Fabriano Cover No. 626-C; size 20½ x 25

45

THESE PAPERS

ARE THE PRODUCT OF THE FAMOUS MILL OF PIETRO MILIANI AT FABRIANO, ITALY

They are stocked in fourteen shades in size 20½ x 25

All four edges are deckled, and whereas every effort is made to maintain uniform weight and color, the nature of the manufacture of these papers is such that there is apt to be a slight variance in different makings.

APRIL 1922

Fabriano Cover No. 1-Bis
Size 20½ x 25

PRINT
ON PAPER THAT ATTRACTS
BY ITS QUALITY

Fabriano Cover No. 2
Size 20½ x 25

Fine paper
emphasizes the merits of good design
and well-arranged type

Fabrikoid Cover No. 5
Size 10½ x 13½

The more feminine the trade, the more daintiness necessary in advertising. The first essential is a paper that reflects the character of the merchandise.

Fabriano Cover No. 4
Size 20½ x 25

EXPENSE
SHOULD BE CONSIDERED
IN THE RATIO TO THE RETURNS
DESIRED

Fabriano Cover No. 5
Size 20½ x 25

To successfully
advertise merchandise of quality
the printed matter must
reflect quality

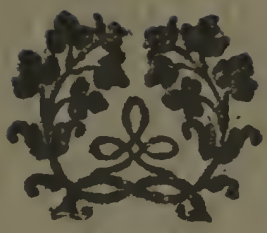
Fabriano Cover No. 6
Size 20½ x 25

Merchandise that is representative of quality must be advertised in a manner in keeping with its own plane.

Fabriano Cover No. 6-Bis
Size 20 5/8 x 27 5/8

To advertise
merchandise of quality, the
printed matter must
reflect quality

Fabrisno Cover No. 17
Size 20½ x 25



DISTINCTIVE PAPERS
WORK HARD
FOR THE BUSINESS THAT
REQUIRES
THE ATMOSPHERE
OF SUPERIOR QUALITY
IN ITS
PRINTED MATTER

Fabriano Cover No. 18
Size 20½ x 25

Distribution
should not be considered
in volume, but from the
standpoint of the indi-
vidual recipient.

Fabriano Cover No. 19
Size 20½ x 25

The only impression
many of your customers are enabled
to obtain of you is through
your printed publicity

Fabriano Cover No. 20
Size 20½ x 25

One of the simplest ways of having your message read is to make it distinctive and attractive by the use of a paper of quality.

Fabriano Cover No. 626-D
Size 20½ x 25

Fabriano Cover No. 626-D
Size 20½ x 25

Fabriano Cover No. 20
Size 20½ x 25

Fabriano Cover No. 19
Size 20½ x 25

Fabriano Cover No. 18
Size 20½ x 25

Fabriano Cover No. 17
Size 20½ x 25

Fabriano Cover No. 1
Size 10½ x 15

Fabrikoid Cover No. 6-Blue
Size 20⅝ x 28½

Fabriano Cover No. 6
Size 20½ x 25

Fabriano Cover No. 5
Size 20½ x 25

Fabriano Cover No. 4
Size 20½ x 25

Fabriano Cover No. 2
Size 20½ x 25

Fabriano Cover No. 1-Bis
Size 20½ x 25

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